

AUGUST 11-21, 2005



and it's right in your own backyard!

2004 IOWA STATE FAIR

Sesquicentennial 1854 - 2004

ATTENDANCE

- Up 4% with an all time record of 1,053,796

GRANDSTAND

- Attendance up 6.59% for a total of 81,726

ECONOMIC IMPACT TO DES MOINES METRO

- 2004 Fair only – over \$100,000,000
- Year round Fairground operations over \$150,000,000 (est.)



COMPETITIVE EXHIBITS

- Entries up 3,312 from 51,000 in 2003 to 54,312 in 2004
- Exhibitors up 437 from 10,844 in 2003 to 11,281 in 2004

COMMERCIAL EXHIBITORS

- 322 commercial exhibitors in 2004 of which 225 had inside exhibit space and 95 had outside exhibit space – some had both
- 582 - 10'x10' booth spaces in the Varied Industries Building
- 223 merchandise concession spots and 194 food concession spots

OFF SEASON EVENTS

- 203 Off Season Events representing over 700 event days

WEBSITE HITS

- 19.4 million between June 1st and August 11th and over 10 million during the Fair

MARKETING/PUBLIC RELATIONS

- National Coverage - *Complete list attached
 - *USA Weekend Magazine* 4th annual ranking of the **“Top 10 Places America Goes to Have Fun”** listed the Iowa State Fair as its number **“TWO”** choice. Carried by 600 Sunday newspapers and an estimated readership of 50,000,000
 - *Esquire Magazine* ranked the Fair among the top 15 superlative places to see before Labor Day. National monthly publication has an estimated circulation of 719,000.
 - *The New York Times* best selling book, 1000 Places to See Before You Die, included the Iowa State Fair as a must see destination.
 - Bill Geist of CBS News Sunday Morning aired a 9-minute, 15 second tribute to the 2004 Sesquicentennial Iowa State Fair.

- Local Coverage
 - Each year the Fair receives hundreds of thousands of dollars in coverage by local and regional newspaper, magazine and electronic media. The Des Moines Register ran 4580 inches of Fair stories/results for an estimated value of \$246,000.

STATEWIDE INVOLVEMENT

- **Sesquicentennial Torch Run** - 120 runners participated in the Iowa State Fair Torch Run. A total of 821 miles were run from each of the four corners of the state. The Torch Run traveled through 32 counties.
- **Sesquicentennial Horse Caravan** – 425 riders and 350 horses participated in the “Sesquicentennial Horse Caravan.” 112 miles were traveled over 6 days from Fairfield to Des Moines. The Caravan traveled through 6 counties.
- **Bill Riley Talent Search** – 102 Iowa State Fair qualifying shows were held across the state. This brought 204 qualifiers to participate at the Fair.
- **Iowa State Fair Queen Pageant** – 103 out of 106 Fairs competed in 2004. 99 Fairs competed in 2003.

ATTENDANCE SUMMARY FOR 15 YEARS

The following list summarizes the total attendance each year from 1987 to 2004.

<u>YEAR</u>	<u>TOTAL ATTENDANCE</u>
1987	715,902
1988	786,881
1989	857,550
1990	873,719
1991	889,042
1992	891,160
1993	893,994
1994	913,263
1995	789,911
1996	918,680
1997	946,239
1998	941,329
1999	969,523
2000	978,841
2001	985,780
2002	1,008,174
2003	1,012,309
2004	1,053,978

PROJECTS

- Capital Improvement Revenues: 2:1 Public/Private Match

COMPLETED PROJECTS

- **STOCK PAVILION**
1989 – 1990, 1995 & 2003
- **GRANDSTAND**
1991 – 2000
- **PIONEER HALL**
1993 – 1996
- **ADMINISTRATION BUILDING**
1994 – 1996
- **AG BUILDING**
1994 – 1998
- **FAMILY CENTER**
1995 – 1998
- **4-H BUILDING**
1995 – 2001 & 2003

- **SERVICE CENTER**
1995

- **OLD MILL**
1996 & 1999

- **HORSE BARN**
1996 – 2000 & 2002

- **DAIRY PARLOR**
1997 – 1999

- **CATTLE BARN**
1997 – 2001

- **VARIED INDUSTRIES BUILDING**
2003

- **CAMPGROUNDS SAFE SHELTER**
2003

CURRENT NEEDS

Swine Barn Renovation beginning in 2005

- Masonry repair and tuck pointing
- Roof replacement
- Replacement of existing penning with portable/removable pens
- Replacement of existing truss and eliminated 25% of the poles and columns to accommodate other types of events
- Upgrade the electrical system
- Renovate the restrooms and office
- Enclose and acclimatize show ring area to accommodate other off-season events

Sheep Barn Renovation

- Similar needs as the Swine Barn

Youth Inn

- Current Renovation
 - Renovation of Men's and Women's Restroom
- Future Needs
 - Dormitory renovation
 - Electrical Upgrade
 - Cafeteria renovation

Cultural Center – Future Needs

- Exhibit Area renovations
- Restroom renovations
- Electrical upgrade

Restroom Addition – Future Needs

- Men's and Women's public restroom on the east end of Grand Avenue

Partial National Media
Coverage
(updated Sept. 2004)

National coverage of the Iowa **State Fair** has included:

Cosmopolitan Magazine	NBC Radio Network	Colonial Homes
Entertainment Weekly	CBS-TV	The Iowan
Esquire	CBS Evening News	American Showman
LIFE	CBS Sunday Morning featuring Bill Geist	Amusement Business
Mademoiselle	CBN News	Outdoor Amusement Business
National Geographic Magazine	CNBC "Hardball"	Billboard
National Geographic Traveler	CNN	Variety
Newsweek	Dutch Television	ARCO Travel Magazine
People Magazine	ESPN	AAA Motor News – Iowa
Sports Illustrated	Fox News Channel	Midwest Highways and Biways
The Toy Guy	Real News Net	America West Airlines Magazine
Time Magazine	Monster Nation (for the Discovery Channel)	Mobil Travel Guide
U.S. News and World Reports	Sky News – US Bureau	Chicago
White House Press Corps	Texas Network	Ohzora - Japan Airlines Magazine
Cedar Rapids Gazette	David Letterman	Endless Vacation
Chicago Tribune	Inside Edition	Travel Holiday
Dallas Morning News	Martha Stewart Living	Travel & Leisure
Hartford Courant	Nickelodeon	Holliday
Indianapolis Star	Comedy Central Cable Network	Delta Air Lines - SKY
Kansas City Star	Channel 8 - Tokyo	United Airlines Mainliner Magazine
Lincoln Journal Star	Australian Broadcasting	ComAir Airlines
Los Angeles Times	CBC-Radio Canada	Polaroid's Instants Magazine
Miami Herald	BBC Radio	United States Information Agency
Milwaukee Journal	National Public Radio - "All Things Considered"	Trailer Life
Milwaukee Tribune	Voice of America	Iowa Architect
Minneapolis Star Tribune	Travel World Radio	Landscape Architecture
Omaha World Herald	Cuisine	NTA Courier
The New York Times	Gourmet Magazine	Herrschners, Inc.
The Wall Street Journal	Sauveur Magazine	The Window
Rochester Post-Bulletin	Ladies Home Journal	Christian Science Monitor
San Francisco Chronicle	Redbook Magazine	Unlimited
Tampa Tribune	Family Circle Magazine	The Economist
USA Today	Woman's Day Magazine	Money Magazine
USA Weekend	Better Homes and Gardens	Successful Farming
Washington Post	Midwest Living	Swiss Valley Dairyman
ABC-TV	Country	Wallaces Farmer
Nightline	Country America	Mr. Food's Easy Cooking
NBC-TV	Country Home	The Artist's Life